

**Stocks Must Be
Cut in Half in
16 Days. So Get
in Early.**

Startling---Amazing---Astonishing

The Entire Stock Consisting of

\$40,000 Worth of **Merchandise**

In a Mighty Sacrificing and Sensational Event
Dry Goods, Ready-to-Wear, Clothing,
Furnishings and Shoes

**Sale Starts
Wednesday,
October 13th,
at 9 A. M.**

Silk Hosiery

100 dozen Women's Pure thread
Silk Hosiery, in black, white
and Gordan; run of the mill,
worth double the price in the
sale for \$1.48
and **98c**

DRESS GOODS

36-inch Dress Serge; black, grey
and brown; regular
\$1.50 values, yard **98c**

Men's Sox

50 dozen men's fine Silk Sox;
run of the mill; colors black,
white, brown and navy; if per-
fect they would be worth
twice the price,
pair **69c**

OUTING FLANNELS

Superior quality Outing Flan-
nels; regular 45c val-
ues; sale price, yard **38c**

Stock Reducing Sale



It's Up to Me and I'm Going to Do It

I'm the man who has been called here to reduce this stock and to sell every dollar's worth possible, for your benefit and for your good. I want every man and woman in Chattanooga and vicinity to attend this price-slashing, sensational selling event and take what they want for immediate and future use at these low prices, which mean unlimited savings. I have full authority to go the limit, and, take it from me, now is the time to buy. I have been selling merchandise all my life, and sell this stock I am going to. This is one of the finest stocks I have had the pleasure of handling, and in going through it I find that everything in the store is a remarkable value at the regular markings. This is indeed your opportunity for saving money in our repricing of the goods.

Cost Has Been Lost Sight of. Take
a Straight Tip, Buyers. Buy Now.

B. M. CARR, Stock Adjuster,
of Minneapolis, in Charge.

To the Public:

Reasons for Sale

TO OUR CUSTOMERS:—We say frankly that we have planned this sale for the two-fold purpose of reducing stocks and advertising our store. We have employed Mr. Carr to conduct this sixteen-day selling campaign that we might have the benefit of his years of experience in merchandising and big selling campaigns. He is a sales expert and we have told him that he is the boss and to go right ahead. We wish to assure you that we deeply appreciate your past patronage and that on top of the prices our sales manager will make we have taken advantage of every change in recent market quotations and bought on the closest margin. This sale, therefore, is doubly important to you for our entire stock is reduced, including New Fall arrivals.

FOX-NEY CO., Inc.
Ninth and Carter Sts.

Men's Shirts

Dress Shirts in latest patterns
with soft cuffs; sizes 14-16 to
18; \$2.50 values,
sale price **\$1.98**

Underwear

Women's medium heavy Knit
Sleeveless Union Suits; reg-
ular \$1.50 values;
garment **\$1.29**

Dress Gingham

27-inch Standard Dress Ging-
hams, in new patterns;
75c values, yard **49c**

Bath Towels

Size 18x36-inch, Turkish Bath
Towels; 50c values,
go at **39c**

Sale Starts Wednesday, October 13th, at 9 A. M.

Men! We Rocked Old High Price to Sleep. Out Go All Our Suits in Two Lots.

LOT 1—Suits for young men and men who stay young;
snappy all wool fancy models; silk lined, finely tailored
and finished; sold at \$45.00 and \$50.00;
to go for **\$36.85**
LOT 2—Novelty Suits of excellent materials; all wool
models for men and young men; suits you'll like; actual
\$55.00 and \$65.00 values,
to go at **\$46.85**
Men's Soft Fedora Hats in new fall colors
and styles; sold at \$5.00, go for **\$4.48**
Men's Soft Hats in standard makes;
sold at \$7.50, sale price **\$5.98**
Men's Caps, sold at \$2.25;
in the sale for **\$1.79**
Men's Caps, sold at \$1.75;
in the sale for **\$1.39**

BANG!! Down Go Prices on SHOES!

\$5,000 Worth Men's, Women's and Children's; Every Pair Must go and I Have Made Some Great Prices.

Women's vicl high cut Shoes; sold at \$6.50, go at \$4.95	Women's O'Donnell chocolate brown calf oxfords; also black; \$12.50 values; sale price \$9.48	Women's \$10 black and brown one eyelet tie Ox- fords; sale price, pair \$7.48	Little tota Shoes in sizes from 2 to 4; in the sale at, \$1.98
Women's and misses' chocolate brown English Walking Shoes, sold at \$10.50, go for \$7.98	Women's \$8.00 chocolate brown vicl oxfords; sale price \$5.48	Children's all leather shoes in sizes from 6-12 to 8; sale price, pair \$2.48	Children's high top lace Boots; sizes 7 to 11; \$5.00 values; sale price, \$3.98
Women's \$12.98 Battleship grey or chocolate brown; high Shoes with 9-inch tops, go at, pair \$8.98	Women's \$10 Patent or Dull Kid Pumps; sale price, pair \$7.98	Children's all leather shoes; sizes 8-12 to 11-12; sale price, pair \$2.98	Men's heavy Work Shoes; Peters all for wear; sale price, pair \$6.25
Misses' and children's brown calf skin school Shoes; \$6.00 values, go at \$4.89	Women's chocolate and black vicl low shoes; Peters' famous make; \$10.00 values \$7.98	Children's Shoes with patent vamp and grey tops; sizes 8-12 to 11-12; \$4.00 values; sale price \$3.48	Men's \$6 black Work Shoes; sale price, pair \$4.48
			Men's \$7.00 Gun Metal Blucher Dress Shoes; sale price, pair \$5.89

Odds and Ends of Women's and Children's Shoes; a large Lot at Cost and Less.

Look!—Women's and Misses' New Fall Suits, Coats and Dresses: Prices Slashed to Ribbons.

LOT 1—Women's and misses' Cloth Coats; some with fur
trimmings; regular \$17.50 to \$20
values; in the sale for **\$13.45**
LOT 2—Women's Novelty Cloth Coats; \$30 values for
\$26.49; \$40 values for \$32.50; \$27.50 and
\$30 values, sale price **\$21.00**
LOT 3—Women's Plush Coats with fur collars;
beautiful Silvertone models; new styles that
sold at \$60.00, go at **\$48.25**
LOT 4—Women's Serge and Wool Jersey
Dresses; regular \$30 values, sale price **\$23.50**
LOT 5—Women's street Dresses in various wool ma-
terials; \$35.00 values for \$27.50;
\$30.00 values for **\$23.50**
LOT 6—Women's fall Suits in black, blue, brown and
wine; \$30 values for \$21.50; \$25.00 values
\$17.98; \$20.00 values for **\$14.89**

Store Closed All Day Tuesday to Mark Down Stock

Grocery Section
Open as Usual

Everything will be rearranged
and remarked to handle
the crowds conveniently.

Extra Specials

Men's heavy and medium
Ribbed Knit Union Suits;
Sale price, **\$1.98**
Women's fine ribbed
sleeveless Union Suits;
medium weight; **\$2.29**
Women's \$3.00 Outing
Flannel Night Gowns;
pink and blue **\$2.48**
Children's \$2.75 Gingham
Dresses; trimmed,
contrasting colors;
sizes 7 to 14 **\$1.48**
Women's medium weight
knit ribbed Vests and
Pants; \$1.25 **98c**

Millinery

Women's new fall Hats;
smartly trimmed; sold at
from \$4.50 to \$12.00; choice
25 PER CENT. OFF

Women's Coats

One lot women's light weight
Coats, up to \$12.00 values,
in the sale at **\$2.98**
3.98 and **\$2.98**

Women's Hose

20 dozen women's drop stitch
Silk Lisle Hose; black, white
and Cordon; **48c**
75c values, pair **48c**

Work Shirts

Men's blue Work Shirts; sold
for \$1.50,
go at **\$1.29**

Women's Aprons

Bungalow Aprons of service-
able quality; sold
for \$2.00, go at **\$1.48**

Men's, Women's and Children's Sweaters

Anticipate Your Requirements.
All New Fall and Winter Goods
at Snap-Up Prices.

Men's grey Coat Sweat
ers; sold at \$2.50 **\$2.19**
Men's grey Coat Sweat-
ers; sold at \$4.00 **\$3.39**
Boys' all-wool Sweaters in heather
and oxford; regular **\$1.69**
\$2.00 values **\$1.69**
Women's and Misses' Sweaters
and Sweater Coats
Regular \$2.25 values **\$1.94**
Regular \$2.98 values **\$2.49**
Regular \$7.98 values **\$7.29**
Regular \$3.98 values **\$3.29**
Regular \$6.75 values **\$5.98**
Regular \$8.98 values **\$8.29**
Boys' Jersey Knit Sweater Coats,
in the sale at \$1.48 **98c**
and **98c**
Boys' \$3.50 Sweater
Coats for **\$2.89**

FREE!! FREE!!

TO YOU EARLY ONES

\$1 To the first twenty-
five customers enter-
ing our store after
the doors open at
9 o'clock sharp on
Wednesday morning

we will give a \$1.00 COUPON FREE! This coupon
will apply on any purchase you make of \$10.00 or
over. No groceries.

Women's and Children's Knitted Caps and Scarfs

Women's Angora Knitted Scarfs;
sold at \$7.50, **\$6.89**
Women's Angora Knitted Scarfs;
sold at \$10.00, **\$8.89**
Infants' Knitted Wool Scarves;
sold for \$1.50, **\$1.39**
Children's 75c wool knit
Caps go at **59c**
Children's \$1 wool knit
Caps go at **89c**
All wool Tams in all col-
ors; sold at \$1.98, go for **\$1.68**
Girls' \$7.50 Middy Suits; blue with
colored trimmings;
sold at \$7.50 go for **\$5.98**
Women's Voile Waists; sold at
\$1.25 and \$1.50, **98c**
In the sale for **98c**
Women's \$1.25 Outing Flannel Pet-
ticoats in the sale
for **\$1.09**

HUNDREDS OF BARGAINS NOT LISTED HERE

Extra Salespeople Will Be Here to Wait on You

Come With the
Crowds

Help Wanted—If you think
you can give away goods ap-
ply to manager.

Overalls

100 dozen men's Overalls;
Duckhead, Carharts, Sweet-
Orr and Grant; regular \$3.50
values; in the sale **\$3.00**

Silk Skirts

One lot women's Novelty Silk
Skirts to go **\$2.98**

Men's Sox

40 dozen men's cotton Sox,
in black and colors; odd lot;
35c values; to clear, **19c**
pair **19c**

Extra Specials

Size 16x34 Huck Towels;
50c values **39c**
sale price **39c**
36-inch imported
Dress Goods;
\$1.25 value, yard **98c**
42 and 54-inch French and
Storm Serge; black, navy
and Copenhagen; **\$2.34**
\$2.79 value; yard **\$2.34**
36-inch cotton plaid Wash
Goods in various
colors; 60c values, sold at
35c; go at, **31c**
yard **31c**
27-inch Percales; light
grounds, colored stripes;
also solid colors; **22c**
30c values; yard **22c**

Remember the Date
Sale Starts, Wednes-
day, October 13th,
at 9 A. M.

Fox-Ney Co.
NINTH and CARTER STS. : CHATTANOOGA, TENN.

Look for the Sale
Price Signs---They
Mean Money in Your
Pocket Book.